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# The Making of an Animation Giant

At its inception, Rainbow worked with other Italian and European professional service studios, but soon began developing its own ideas. The first project was a CD-ROM, *Tommy & Oscar*, created, produced and directed by Straffi. It was an immediate success and was followed by its own TV series, broadcast in 40 countries, a feature film and a massively successful licensing program.

Next came Rainbow's best-known TV series to date, *Winx Club*. Crucial to the success of *Winx Club* was—and is—Rainbow's ability to identify a business model that guarantees a high-quality standard and manage the entire life cycle of the brand name, from concept to production, development to distribution, broadcasting to licensing, publishing to gaming. The Rainbow group now includes a number of companies around the world that handle all key stages of development, production and distribution.

The success of *Winx Club* has been a clear result of Rainbow's talent, strategy and unrelenting quality standards. Just a few highlights of the world's trendiest fairies include:

- $2.5 billion in retail sales to date
- Four TV series (104 episodes) in over 100 territories
- Fifth and sixth series in development with Nickelodeon
- Best-known girls' brand in Europe (2009 Dove survey)

*Kingdom*, which grossed over $90 million at the box office, and the highly anticipated *Winx 3D Magical Adventure*

- More than 350 active licensees worldwide
- Live shows: *Winx Power*, *Winx Club on Tour* and *Winx on Ice*, in Europe and Italy.
- A website, www.winxclub.com, with over 2 million subscribers, that is one of the most successful sites in the children's entertainment category worldwide
- Consistently one of the top five best-selling fashion dolls throughout Europe (NPD).

Rainbow has continued to create new properties and break new barriers. After *Winx Club* came *Monster Allergy*, based on a Disney comic book chronicling the adventures of Zick, a friendly kid with the unique ability to see the invisible world of monsters, broadcast in over 80 territories. More recent creations include: *PopPixie* (52x13 minutes), following the daily adventures of the adorable Pixie characters living in Pixieville. The show just premiered on France 3 with record-breaking ratings of 25 percent market share. There's also *Huntik: Secrets & Seekers*, Rainbow's extremely high-quality boys' property based on mystery, mythology and action; *Maya Fox*, a teen brand based on a publishing IP that caters to the *Twilight* demo, bringing thrills and fashion together; and *Gladiator* (working title), a 3D animated feature film developed with Michael J. Wilson, the Oscar-winning screenwriter of *Ice Age* and *Shark Tale*.

And finally, there is the Rainbow Magicland Theme Park, opening in Rome in 2011. An entire fantasyland dedicated to the fans of all of Rainbow's properties, a

# Future Class

## Mia & Me

After her parents go missing in an accident, 12-year-old Mia comes to a boarding school, where she has trouble adjusting. All she has left from her parents is a bracelet and an old book about unicorns in a land called Centopia, which her father used for his greatest video-game project. By chance Mia makes a fantastic discovery: with the help of the bracelet and the book, she can transport herself from the live-action world into the CGI-animated paradise of Centopia, becoming a gorgeous elf and finding out that she can communicate with the Unicorns that are threatened by evil Queen Panthea. Together with the other elves Yuko and Mo, she sets out to save the Unicorns and Centopia, learning what it means to be an elf. Kids will find plenty to identify with in this 26x24-minute series: stunning visual effects, adventures, humor, action and elfin warriors. Co-produced by Rainbow, March Entertainment and M4E, *Mia & Me* is an original new series mixing live action with CGI, in a never-seen-before artistic style.

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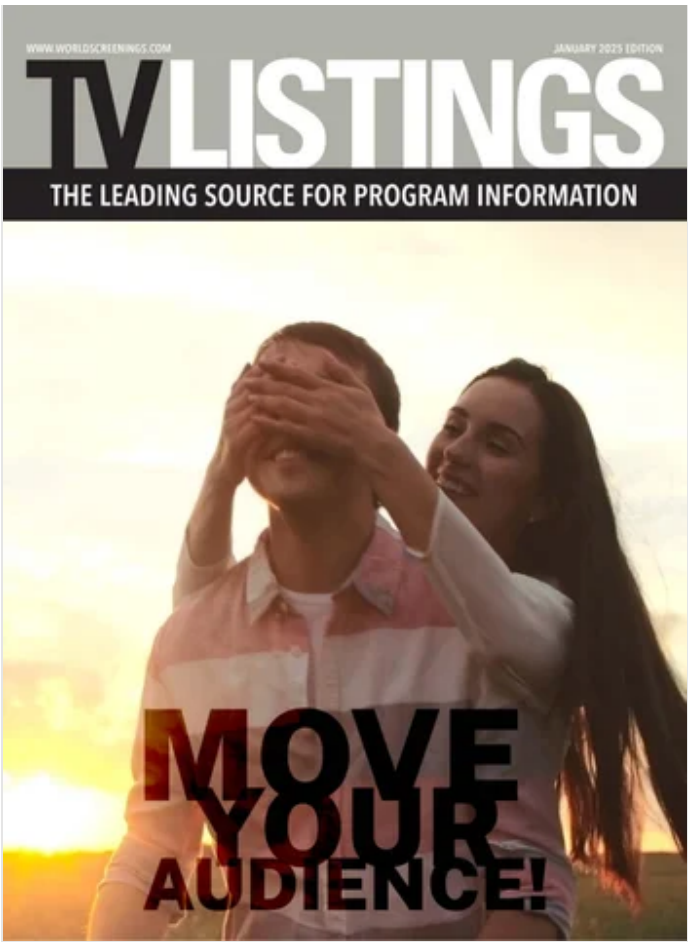


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